



MODULE 0 INTRODUCTION





CULTURAL TOURISM TRAINING COURSE MODULE 0 - INTRODUCTION

This Training Module is part of the Cultural Tourism Training Course which has been developed within the Erasmus+ Strategic Partnership EUROPETOUR, a European initiative aimed at unlocking the economic potential of Europe's outstanding cultural treasures and empowering rural areas to harvest the potential of cultural tourism.

You can find more information at the homepage: <http://www.europetour.tips>

Picture: Wolfgang Eisenreich



This work is licensed under a Creative Commons Attribution-NonCommercial-ShareAlike 4.0 International License.

You are free to:

- share — copy and redistribute the material in any medium or format
- adapt — remix, transform, and build upon the material

under the following terms:

- Attribution — You must give appropriate credit, provide a link to the license, and indicate if changes were made. You may do so in any reasonable manner, but not in any way that suggests the licensor endorses you or your use.
- NonCommercial — You may not use the material for commercial purposes.
- ShareAlike — If you remix, transform, or build upon the material, you must distribute your contributions under the same license as the original.



Co-funded by the
Erasmus+ Programme
of the European Union

The European Commission support for the production of this publication does not constitute an endorsement of the contents which reflects the views only of the authors, and the Commission cannot be held responsible for any use which may be made of the information contained therein.

Project number: 2015-1-DE02-KA202-002325



Cultural tourism in rural areas - opportunities and peculiarities

Hardly any part of the tourism economy has developed as fast as cultural tourism in the past decade. In the meantime, it is one of the few growth areas of tourism demand at all, as one of the "megatrends" in tourism.

Nevertheless, cultural tourism is not the same as cultural tourism: European cities have long since set out to systematically open up the cultural tourism market. Metropolitan regions focus their urban development on their cultural offers and the accompanying tourism. Its actors are highly networked with institutions of the local economy and coordinate activities and offers.

However, the large-town concepts in the organization of cultural tourism cannot easily be transferred to rural areas because the prerequisites are different there:

- A sensitized environment is scarce; cultural tourism is often not (yet) perceived as an economic factor.
- The data is usually rudimentary; data on cultural tourism is not systematically recorded and analyzed.
- There is a lack of qualified actors who promote cultural tourism on the spot and understand themselves as "ambassadors" of their region.
- Service providers (cultural institutions, accommodation providers, gastronomy ...) remain passive and expect "full service" from the local tourism offices.
- Tourism officers know too little about the functioning of cultural institutions.
- Professionally controlled and economically oriented networks are missing.
- Especially small municipalities are often located in rural areas with comparatively low population density, which places more complex demands on communication processes and logistics than in urban densified centers.
- Places of cultural communication are less frequent, they have to be organized often (for example through events), and while in large cities such places (cafés, etc.) are a natural infrastructure.

Beside these barriers, we already know a lot about the guest characteristics and guest expectations of cultural experiences in rural areas:

- Cultural-minded guests are an economically interesting target group for rural areas with high purchasing power, above-average education and high added value.
- The 50+ age group predominates, but also with families with children, cultural offers (especially as bad weather offers) are high in the guests' favor.
- Culture is not equated with high culture. More important than the visit of museums is the visit of cultural heritage sites and the learning of customs, traditions and regional peculiarities.
- Authenticity, regionalism, contact with land and people play an important role. The culinary experience is also highly valued in connection with the products of historic cultural landscapes.
- Cultural tourists want to immerse themselves in cultural landscapes, not only by visiting sites or museums, but also by meeting people and by being personally enriched by authentic experiences.



What enables and promotes successful and sustainable cultural tourism initiatives in rural areas?

1. A climate of recognition and support

Everywhere where culture is recognized as a value, where there is a political commitment, economic effects can also be achieved.

2. Willingness to cooperate

Cultural tourism aims at cooperation in different fields of activity. In other words, the institutions of local and regional tourism promotion, as well as municipal politics and administration, are among the decisive partners in addition to cultural and tourism-related businesses (gastronomy, hotel industry, retail trade, sports and leisure,

3. Economically oriented networks, which are applied across all sectors and give local actors participation and design possibilities

Successful economic initiatives usually involve long-standing networks or talented networkers, who pool resources and interpret networking for mutual support.

4. Professionalism

Cultural tourism requires professional qualifications (in tourism, network management, sensitivity to culture) and social skills (communication skills, endurance, frustration tolerance). Particularly economic networks are not to be organized "by the way", but need to be implemented by professionals.

5. Integration of innovative technologies

Guests bring their everyday experiences with them on holiday and use their mobile devices such as tablets and smartphones, of course, even in their spare time. In order to "pick them up" there, corresponding services such as apps, QR codes and not a supplementary offer, but are self-evident.

6. Use of social networks

Facebook, Twitter, Instagram, Snapchat and Co can be valuable helpers in the cultural tourism community, especially in the development of communities that inform each other - and also require complaints management. This is particularly true for professionalism and the provision of appropriately trained personnel.



7. Individual offers, based on existing traditions of the rural environment

Examples include the rediscovering and revitalization of old handicraft techniques in the arts (porcelain and ceramic production, jewelry design, glass blowing, hand weaves, fabric dyes), or creative offers that use rural resources (an example of this are the trendy wood sculpture courses for the design of large-format wooden sculptures with motor saws).

8. High fun factor and social life

Cultural touristic activities in the countryside are usually not based on cultural awareness, but on the fact that people enjoy each other and social life is enriched.

9. Time and patience

Cultural touristic projects in rural areas often develop out of the logic of temporary support projects, which are the order in urban cultural work, where projects are fostered by funding. Their sustainability is due to the fact that the actors can escape a given project duration and control the use of resources according to their own temporal possibilities. This means things can grow slowly.

10. Voluntary work and the possibility (also) of short-term commitment

Club life is a great strength of rural life. Even if the participation in club life and the assumption of responsibility in club structures are becoming less and more difficult to implement, the willingness to engage is unbroken. Voluntary commitment is undeniably a high value and part of rural self-understanding. Time-limited tasks also help in the implementation of guest-oriented offers in cultural tourism.

11. Qualification for rural cultural tourism

Cultural tourism needs qualification. This can be learned and trained. EUROPETOUR developed a training program that is open to all interested parties in cultural tourism. In eight training modules the basic requirements for cultural tourism in rural areas can be learned.



Why training for cultural tourism?

Cultural tourism in rural areas is a chance for raising awareness and generating employment, income and better living conditions. However, cultural tourism for rural areas has not reached a level of professional qualification and communication that is comparable to cultural tourism in urban areas. The need for qualification is obvious – likewise for voluntary and professional actors from culture, tourism and all kind of service providers offering tourism services, accommodation, gastronomy, transportation, farms, cultural institutions etc.

Actors from culture and tourism are usually not trained to work together; they “speak very different languages”. Cooperation is therefore a major issue for tourism providers and especially people working in rural cultural institutions. They need good training materials in order to improve their skills in the development and positioning of their cultural-touristic products and services, in marketing, sales channels, financial planning and finally business development. To cut a long story short: this is to make use of an enormous potential which rural areas have to offer!

The Europetour Training Course

In order to meet the demand for training the most relevant issues, EUROPETOUR developed a multi-lingual training course, containing a set of eight modules that cover the following topics:

- M1 Destination characterization (strength & weaknesses, tourism policies, data analysis)
- M2 Development and positioning of touristic products and services (target groups, partners, outreach)
- M3 Marketing strategy and planning (instruments, evaluation)
- M4 Distribution and sales channels (sales partners of cultural touristic products)
- M5 Communication strategy and planning (PR, social media, press relations, data analysis)
- M6 Networking and Cooperation (identification of stakeholders, development of network infrastructure)
- M7 Financial planning (access to funding, funding models, funding skills)
- M8 Development of a business plan

Do you want to know if this training is for you?

This course is of interest for everybody working in the cultural and tourism sector in rural areas:

- small and medium size museums and collections that focus on the local environment and history
- volunteers working in cultural institutions
- amateur theatres and orchestras
- poets



- historians
- tour guides
- creative artists
- art & crafts manufacturers
- operators of farm shops, culinary manufactories...

This training is also aimed at employees in regional or local tourist agencies and municipalities but have other professional background, e.g. in public administration.

You certainly have outstanding knowledge in your field of work. However, maybe your specific knowledge and skills for cultural tourism are not well developed. This is why EUROPETOUR offers you such knowledge, because international competition in the cultural tourism sector is getting more and more intense.

We know that your work is labour-intensive and time consuming, therefore we have designed the materials for distance-learning: You can adjust your learning to your own schedule, and you will not come under pressure to fulfil certain modules within a tight time-frame.

How is the EUROPETOUR training structured?

In order to support your learning, the EUROPETOUR training program is divided into eight Modules. Each Module represents steps for gaining all relevant knowledge for successful cultural tourism activities.

You can choose yourself in which order you will complete the EUROPETOUR training program and deepen and expand your knowledge and competence.

Each Module is structured along established steps. You should proceed along each Module's content, which enhances knowledge on a bottom up schedule.

All Modules are structured alike and consist of a learning unit combined of information, an exercise, a checklist and best practices: They present know how, adjusted to the requirements of cultural tourism in rural areas and their services and products:

- Information: You will be introduced into the module.
- Exercises: In a short exercises you will reflect on the information you gained in this module.
- A checklist as "How to do" unit: Here you can implement the new knowledge into your business. You can follow a step by step-process by using the attached supporting "tools".
- Best Practice: They will help to demonstrate examples how it can work successfully in cultural tourism, and should help to understand how the training modules can be used efficiently.



Let's start!

Welcome to the EUROPETOUR training course! We value your motivation to extend your knowledge and expertise.

You have probably been recommended by someone to have a look at the www.Europetour.tips webpage. Or you have found it by coincidence. There is a list of ingredients you would need to gather up in order to pass the course: It is mainly the curiosity, plenty of motivation to read, to think, to observe and to try out new things.

In order to make the most of the course, we have collected a few tips and suggestions for your successful learning process:

Tips for your eyes

- Print the Modules and other learning materials and list and browse through them until they get fingered and thumbed.
- Underline important things using different colours (develop your own system for attribution of colours to diverse text elements)
- Draw schemas and mind maps on posters and place them on the wall in your learning corner (or at least temporarily onto the fridge door or the bathroom door).

Tips for your ears

- If you are in touch with other learners, form a learning group and meet regularly in order to learn the lessons step by step. Read aloud to each other, explain your point of view and discuss as much as possible.
- The majority of mobile phones or MP3 players are equipped with a recording tool. Make your personal record reading through the chapter you have been working on. If you cannot stand your own voice, ask a friend of yours, or your husband or your children.
- While learning, read your notes aloud. If it's helpful, form a short rhymes or slogans which will help you to memorize the key concepts.
- Find someone who would be interested in the topic and at the end of each unit explain to him/her the basics you have learned.

Tips for the rest of your senses

- Try to get as complex a picture as possible. Going through the exercises, there will be many tasks to fulfill outdoor. Collect impressions and always involve all of your senses.
- If a particular paragraph in the learning materials rings the bell and reminds you at a real life situation or an example from your surroundings, link this idea with the text and put down a clear note.
- Throw an experimental party for a few friends and ask them to help you with the exercises. Try out as many things as possible, including role play which is the best way to learn things intensively. Furthermore, two heads are better than one, and four heads are better than two.
- Link the learning with your daily routine. While shopping do the homework for various lessons. You do not need to organize extra trips to fulfil the tasks described in the exercises. There is



an old wisdom saying: „The one who asks, learns and explores may look stupid for a second. The one who does not do that, stays stupid forever. “

Tips for your general learning progress

- Divide the learning units into small bits and pieces. At the beginning you might be very motivated with a lot of appetite for new things and experience. However, sometimes too much energy invested at the beginning means a quick tiredness and speedy slowdown, even if some units are short and comprehensible. Rather take more time for embedding the findings into your everyday practice. Discuss it with friends, family and colleagues. Incorporate the lesson learned into your business. Let the topic to settle down before you pass over to the next one.
- Involve your „significant others“ into your learning process, which means let all kind of people whose opinion means something to you. They may carry out various activities together with you. Or you may try out various versions separately and then compare the results. They might once play the part of your customers, another time they might be some independent respondents or idea spenders. Anyway, the more people get involved into your learning process, the more chances you have to incorporate the new findings into your farming business.
- Do not give up. If you get tired, take a break and come back to the course later. It would be a pity after getting involved and putting in a lot of energy. If you realize you get lazy or you lose motivation, ask friends for help or get in touch with your national project partner. You learn for yourself!

The EUROPETOUR team wishes you a lot of pleasure and success!